

# Utah 2001 Resident Visitor Profile Summary

AGE		EDUCATION		PURPOSE OF STAY		ACTIVITIES		SATISFACTION	
Average (years)	36.7	No College	40%	<b>Business (Net)</b>	<b>15%</b>	<b>General Spending (Net)</b>	<b>37%</b>	Average	8.0
18-34 Years	61%	Attended College	27%	Transient Business	10%	Dining	22%	8-10 Excellent	68%
35-49 Years	29%	College Grad.	33%	Group Meeting	5%	Shopping	20%	4-7 Fair/Good	28%
55+ Years	11%	Post-Grad. Degree	14%	<b>Leisure (Net)</b>	<b>85%</b>	Entertainment	16%	1-3 Poor	5%
				Other Personal	31%	<b>Outdoor Sports (Net)</b>	<b>33%</b>		
				Visit Friends/Relatives	25%	Adventure Sports	14%		
				Special Event	14%	Hike/Bike	13%		
				Getaway Weekend	12%	Hunt/Fish	5%		
				General Vacation	3%	Golf	3%		
						Boat/Sail	2%		
						Snow Ski	2%		
LIFESTAGE		ACCOMMODATIONS		LENGTH OF STAY		Nature (Net)		VALUE	
18-34/No Children	5%	Private Home	38%	Average	1.4 Nights	Camping	9%	Average	7.6
18-34/Children	55%	Hotel	37%	Day Trip	70%	National/State Parks	6%	8-10 Excellent	58%
35-54/No Children	7%	Paid non/Hotel	20%	1-3 Nights	26%	Beach/Waterfront	6%	4-7 Fair/Good	37%
35-54/Children/<\$50K	6%	Other	6%	4-7 Nights	3%	Eco-Travel	4%	1-3 Poor	5%
35-54/Children/\$50K+	16%			8+ Nights	1%	<b>Sightseeing (Net)</b>	<b>14%</b>		
55+/No Children/<\$50K	4%					Sightseeing	12%		
55+/No Children/\$50K+	4%					Group Tour	2%		
HOUSEHOLD INCOME		RESERVATION TYPE		SEASON OF TRAVEL		Attractions (Net)		EXPENDITURES	
Average AHH Income	\$48,200	No Reservation	37%	Spring (Mar-May)	19%	Theme Park	4%	Average (per person per day)	\$65
<\$25,000	19%	Reservation	63%	Summer (Jun-Aug)	34%	Sporting Event	2%	Shopping	25%
\$25K-\$49,999	33%	Direct to Location	22%	Autumn (Sep-Nov)	24%	Night Life	2%	Transportation	23%
\$50K-\$74,999	36%	Toll-Free Number	12%	Winter (Dec-Feb)	23%	Gamble	1%	Food	22%
\$75,000+	12%	Computer/Internet	6%			Shows	1%	Room	13%
		Corporate Travel	4%			<b>Culture (Net)</b>	<b>9%</b>	Entertainment	10%
		Other	18%			Historic Site	3%	Other	7%
OCCUPATION		PARTY COMPOSITION		TRANSPORTATION				ONE-WAY DISTANCE	
Manager, Prof.	43%	Avg. Party Size	3.1 Pers.	Motor Vehicle	78%	Concert/Play/Dance	3%	Average Distance	155 Miles
Tech., Sales, Admin.	15%	One Adult	19%	Air	1%	Museum/Art Exhibit	3%	Under 100 Miles	39%
Service	2%	MM/FF	7%	Other	21%	Festival/Craft Fair	2%	101-150 Miles	19%
Other	11%	3+ Adults	3%					151-250 Miles	22%
Retired	3%	Couples	23%					251-500 Miles	19%
Not Employed	27%	Families	47%						